CLAIMS

What is claimed is:

5   1.   A computerized advertisement distribution and delivery system for dynamically

delivering advertisements for inclusion in an electronic document delivered to and stored at a

recipient system, the computerized advertisement distribution and delivery system comprising:

         advertisement image generation means for generating an image containing a plurality of

advertisements related to a specific distribution subject based on a relationship between those

10   advertisements and storing that image in association with a network-based locator as being the

up-to-date image for the specific distribution subject;

         advertisement relationship determination means for intermittently determining

relationships between advertisements related to a specific distribution subject and if an existing

relationship between advertisements related to a specific distribution subject changes, initiating

15   the advertisement image generation means to generate a modified up-to-date image stored in

association with the network-based locator and specific distribution subject;

         electronic document transmission means for creating and transmitting an electronic

document containing content related to a specific distribution subject and a network-based

locator associated with the image generated by the advertisement image generation means for the

20   specific distribution subject; and

         advertisement image transmission means for receiving a request for the image located at

the network-based locator specified in the electronic document transmitted by the electronic

document transmission means and transmitting the up-to-date image stored in association with

the network-based locator at the time the request is received.

2.   The computerized advertisement distribution and delivery system of claim 1 further comprising:

advertisement input receiving means for receiving at least one advertisement associated with a specific distribution subject and a bid representing an amount to be paid for click-throughs

5   by end-user recipients to a target site associated with the advertisement.

3.   The computerized advertisement distribution and delivery system of claim 1 wherein the advertisement relationship determination means evaluates a grouping of advertisements based on the effective revenue efficiency of the grouping compared to other potential groupings of advertisements provided by advertisers for the specific distribution subject

10   and determines the relationship for generating an image using the highest revenue efficiency grouping of a predetermined number of advertisements.

4.   The computerized advertisement distribution and delivery system of claim 2 wherein the relationship is determined based at least in part on the bid value of an advertisement for the specific distribution subject.

15   5.   The advertisement distribution system of claim 1 wherein the advertisement relationship means generates a ranking of listings as a grouping, the grouping comprising the ranked list of advertisements with the highest effective cost per thousand impressions.

6.   The advertisement distribution system of claim 3 wherein the revenue efficiency value is calculated by multiplying the number of click-throughs over a predetermined number of

20   impressions times the bid amount for the advertisement.

7.   The computerized advertisement distribution and delivery system of claim 1 wherein the advertisement relationship determination means determines relationships when any new bid value of an advertisement related to a specific distribution subject is input.

8.   The computerized advertisement distribution and delivery system of claim 3

5   wherein the advertisement relationship determination means determines relationships when revenue efficiency calculations are made.

9.   The computerized advertisement distribution and delivery system of claim 1 wherein the electronic document comprises a target network-based locator for each of a plurality of advertisements included in the image and further comprising a redirection server for receiving

10   a request at the target network-based location and redirecting the request to a location associated with the advertisement associated with the target network-based locator in the electronic document.

10.   A computerized advertisement distribution and delivery method for dynamically delivering advertisements for inclusion in an electronic document delivered to and stored at a

15   recipient system, the method comprising the steps of:

receiving and storing at least one advertisement associated with a specific distribution subject and a bid representing an amount to be paid for click-throughs by end-user recipients to a target site associated with the advertisement;

generating an image containing a plurality of advertisements related to a specific

20   distribution subject based on a relationship between those advertisements and storing that image in association with a network-based locator as being the up-to-date image for the specific distribution subject;

intermittently determining relationships between advertisements related to a specific

distribution subject changes, generating a modified up-to-date image stored in association with

the network-based locator and specific distribution subject;

creating and transmitting an electronic document containing content related to a specific

5   distribution subject and a network-based locator associated with an image generated by the

preferred advertisement image generation means; and

receiving a request for an image located at the network-based locator specified in the

electronic document transmitted in the electronic document transmission step and transmitting

the image stored in association with the network-based locator at the time the request is received.

10   11.   The method of claim 10 further comprising the step of:

receiving and storing at least one advertisement associated with a specific distribution

subject and a bid representing an amount to be paid for click-throughs by end-user recipients to a

target site associated with the advertisement.

12.   The method of claim 10 further wherein the step of determining relationships

15   evaluates a grouping of advertisements based on the effective revenue efficiency of the grouping

compared to other potential groupings of advertisements provided by advertisers for the specific

distribution subject and determines the relationship for generating an image using the highest

revenue efficiency grouping of a predetermined number of advertisements.

13.   The method of claim 12 wherein the relationship is determined based at least in

20   part on the bid value of an advertisement for the specific distribution subject.

14.   The method of claim 10 further comprising the step of generating a ranking of

listings as a grouping, the grouping comprising the ranked list of advertisements with the highest

effective cost per thousand impressions to be used to determine the relationships between the advertisements.

15. The method of claim 12 wherein the revenue efficiency value is calculated by multiplying the number of click-throughs over a predetermined number of impressions times the

5   bid amount for the advertisement.

16. The method of claim 12 wherein the relationships between advertisements are determined when any new bid value of an advertisement related to a specific distribution subject is input.

17. The method of claim 12 wherein the relationships between advertisements are

10   determined when revenue efficiency calculations are made.

18. The method of claim 12 wherein the electronic document comprises a target network-based locator for each of a plurality of advertisements included in the image and further comprising the step of receiving a request at the target network-based location and redirecting the request to a location associated with the advertisement associated with the target network-

15   based locator in the electronic document.

19. An electronic document provided in an interpreted language, the document comprising:

program interpreted code for instructing a recipient program to present content related to a specific distribution topic in a page when the electronic document is opened by the recipient

20   program;

program interpreted code for instructing the recipient program to retrieve an image from a source network-based location and present that image in the page with the content related to the specific distribution topic when the electronic document is opened by the recipient program;

program interpreted code for instructing the recipient program to request a first web page

5   from a first target network-based locator when a first portion of the image is selected;

program interpreted code for instructing the recipient program to request a second web page from a second target network-based locator when a second portion of the image is selected; and

wherein the first and second target network-based locators direct the recipient program to

10   a location on the network where a first and second advertiser web page location respectively are stored.

20.   The electronic document of claim 19 wherein the source network-based locator comprises a URL with an identifier related to the specific distribution subject.

21.   The electronic document of claim 19 wherein the first and second target network-

15   based locators comprises an address portion and a variable portion and wherein the address portion of the first and second target network-based locators is the same.

22.   A computerized advertisement distribution and delivery system for dynamically delivering advertisements for inclusion in an electronic document delivered to and stored at a recipient system, the computerized advertisement distribution and delivery system comprising:

20   advertisement image generation means for generating a plurality of images corresponding to a specific distribution subject, ordering those plurality of images based on a relationship between those advertisements and storing those images in association with a plurality of

network-based locators as being the up-to-date image grouping for the specific distribution

subject;

advertisement relationship determination means for intermittently determining

relationships between advertisements related to a specific distribution subject and if an existing

5   relationship between advertisements related to a specific distribution subject changes, initiating

the advertisement image generation means to reorder the images and store the reordering

information to generate a up-to-date image grouping stored in association with the plurality of

network-based locators and specific distribution subject;

electronic document transmission means for creating and transmitting an electronic

10   document containing content related to a specific distribution subject and at least two of the

plurality of network-based locators associated with the up-to-date grouping of images generated

by the advertisement image generation means for the specific distribution subject; and

advertisement image transmission means for receiving a request for the up-to-date images

located at the at least two of the plurality of network-based locators specified in the electronic

15   document transmitted by the electronic document transmission means and transmitting the up-to-

date images associated with the plurality of network-based locators stored in association with the

network-based locator at the time the request is received.

23.   The computerized advertisement distribution and delivery system of claim 22

further comprising:

20   advertisement input receiving means for receiving at least one advertisement associated

with a specific distribution subject and a bid representing an amount to be paid for click-throughs

by end-user recipients to a target site associated with the advertisement.

24.   The computerized advertisement distribution and delivery system of claim 22 wherein the advertisement relationship determination means evaluates a grouping of advertisements based on the effective revenue efficiency of the grouping compared to other potential groupings of advertisements provided by advertisers for the specific distribution subject

5   and determines the relationship for generating the up-to-date image grouping using the highest revenue efficiency grouping of a predetermined number of advertisements.

25.   The computerized advertisement distribution and delivery system of claim 22 wherein the relationship is determined based at least in part on the bid value of an advertisement for the specific distribution subject.

10   26.   The advertisement distribution system of claim 22 wherein the advertisement relationship means generates a ranking of listings as a grouping, the grouping comprising the ranked list of advertisements with the highest effective cost per thousand impressions.

27.   The advertisement distribution system of claim 25 wherein the revenue efficiency value is calculated by multiplying the number of click-throughs over a predetermined number of

15   impressions times the bid amount for the advertisement.

28.   The computerized advertisement distribution and delivery system of claim 22 wherein the advertisement relationship determination means determines relationships when any new bid value of an advertisement related to a specific distribution subject is input.

29.   The computerized advertisement distribution and delivery system of claim 25

20   wherein the advertisement relationship determination means determines relationships when revenue efficiency calculations are made.

30.   The computerized advertisement distribution and delivery system of claim 22

wherein the electronic document comprises a target network-based locator for each of a plurality

of advertisements included in the image and further comprising a redirection server for receiving

a request at the target network-based location and redirecting the request to a location associated

5   with the advertisement associated with the target network-based locator in the electronic

document.